PPLFF: Agenda: June 9, 2005

1. Program---where we stand

2. Raising Funds—Primary Focus---Sponsors
   ---using the Rainbow Directory---another mailing???

3. Posters
   ---Distribution—who will go where? All Churches Weglin's / CC

4. Projection
   ----What does the FAC have? Will we need Ceavco? Eric

5. Public Relations
   ---Who can copy DVDs?
   ---preparing a PSA's
   ---Electronic communications PPA / Alma Westworld — To Ky
   ---Calendars

6. Making ADS
   ---Springs, Independent, Toilet Paper, ~~Weird Sisters~~

7. Tickets—printing and pricing

8. Ticket letter (An Appeal???)

9. Special Events
   ----Benefit; June 11, Darkside, 8pm
   ----PPGLCC's Pride and mailing list? Are we signed up?
   -----Denver Pride???

10. Next Meeting: JULY 7, 2005?

PIKES PEAK LAVENDER FILM FESTIVAL Meeting June 9, 2005 MINUTES

1. IN ATTENDENCE- Alma, Jerry, Paul, Eric, Bill, Pam, Kayan, Bob and Bobby.

2. WHERE WE STAND WITH THE PROGRAM-
Trying to get DYING GAUL but not for opening night. Check on MYTERIOUS SKIN.

3. RAISING FUNDS- Primary Focus: Sponsors
Using the Rainbow Directory, we've gathered more potential sponsors. Rewrite the sponsorship letter for these new focus. Alma will send it out as a Word Doc attachment in an email. Each of us will take eight prospects apiece, personalize the solicitation and send it out. Then follow up with each within the week. Letter, sponsor form and display ad form. (Assignment of prospects below, but incomplete)

BILL: Attentive Accounting, M&M Tax service, Phase Accounting, Tap Services, Buddy's Extreme Fantasy, Pet Pantry, Philip DuBois
KAYAN: McDivitt, Team Chevrolet, Wells Fargo, Criterion, Book Rack, Creations by Michael, Bernies
BOB: (churches) Dignity Southern Colorado, Purple Mountain Cofee, Manitou Electric, DaVinci, Flowers Unlimited, High Country Store, Phelan Gardens
PAUL: Cannery, Whole Circle, New Image, Designing, Face and Body, Eco Care, Springs Health and Wellness
JERRY: Time Keeper, Wellness Company, Best Value, Graze Avenue, Alstate Insurance, Andrea Wilson
ERIC: Ramsey Rainor, State Farm Insurance 39, Green Mountain Jewelry 39, Johannes Hunter Jewlers, Advantage Plus Mortgage 44, Altenative, Lending 44, Aspen Grove, Elegance
BOBBY: Alpine Visioon, Center for Integrative Mededcine, Parks Paralegal, Stevie's Paralegal, Aspen Leaf, Krause Galerie, Centennial Reproduction Centers
ALMA: (realtors)

3. PRINTING REQUIREMENTS-
Need to make up more envelopes. Also an interior envelop with return address.
Need return address envelope for other mailing list, thus 1500.
Want to rewrite the letter as more of an appeal to support the community.

4. OTHER IDEAS-
Alternate approach would be to create a buzz.
How to draw the missing audience, what is the profile of the non-participant?
Idea for Matine price Saturday and Sunday morning. Or free continental breakfast those mornings.

5. POSTERS TO BE DISTRIBUTED-
Wild Oats, PAUL
Downtown, South of Pikes Peak BILL
Downtown, North of PP BOB
Old Colo City BOBBY
Manitou BEV
The Pass KAYAN

6. PROJECTION-
The FAC has a video LCD projector of 3700 lumens, but they needs to replace long-lens.

7. PUBLIC RELATIONS-
Press kits go to GT, (never have gotten WestWord), Indy,
We got great coverage in print, the rest was sporatic.
Who can copy DVDs? yes we have capability to replicate, when not copy-protected.
Preparing of PSA's Delaney does announcement for KRCC. Don't know how to do for other stations.
Make press release and send off faxes to radio stations.
Send press release to email list BILL
Put listings in the events calendars of publications and organization. Chieftan, Out Front.
Out Front takes a 1000 word article which Alma will write.
Paul Bill and Alma will go to SF, then will call film sources to book film. Once we have a line-up we can

8. ADVERTIZING-
Make ADS for Springs, Independent, Toilet Paper, Weird Sisters
Springs will be a Rainbowmaker sponsor in exchange for running two ads.
Jerry and Pam will chat about making up ad. Bob will dig up archived ads as a guide.

9. MISC-
Tickets-printing and pricing. Table this subject until next meeting.

Need certificates for fundraiser, containing poster info and 4 certificates for 2 full festival passes and 4 certificate for 2 opening night passes which includes the reception.

Eric to contact Joe about handling Denver Pride Festival. Kayan is going. Can hand out flyers. Can commit a couple hours to a booth. Approach someone who has a booth, maybe the Pikes Peak G&L Community Center to see about sharing table space for our flyers and posters.

Bill and Alma will attend the Door at Dark Side, in shifts.

Idea for coupon on obverse of ticket, to enable sponsors to track whether they are seeing a return. Nixed for now. Might be shooting ourself in the foot.

Credit Merchant services. Bobby discussed the setup fees, $295 setup, $1000 for the machine.

10. NEXT MEETING-
JULY 7, 2005?
5:30 at Gertrudes for dinner.
7:00 meeting at Jerry's office: 1024 W. Colorado